

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A280.3939
M34C

JULY - SEPTEMBER 1966

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

MAR 29 1967

CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- **Fruit**
- **Juices**
- **Drinks**

AND OTHER PRODUCTS

CPFJ-166

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

CONTENTS

	Page
Highlights	3
Frozen concentrated juices	4
Single-strength juices	6
Fruit drinks	9
Citrus sections and salads	11
Fresh oranges and grapefruit	12

Tables and Figures

Frozen concentrated orange juice	13
Chilled orange juice	14
Canned single-strength orange juice	15
Canned single-strength grapefruit juice	16
Prune juice	17
Canned grapefruit sections	18
Miscellaneous canned single-strength juices	19
Miscellaneous frozen concentrated juices	19
Total frozen concentrated juices	20
Total frozen concentrated fruit drinks	20
Chilled citrus salads and sections	20
Total canned single-strength juices	21
Total canned single-strength fruit drinks	21
Fresh oranges	22
Fresh grapefruit	22
Equivalent single-strength purchases of juices and drinks	23
Prices paid per 6-ounce serving	24
Expenditures per buying family	25
Expenditures by product	26
Summary of purchases in current and year-earlier quarter	27
Annual purchases and expenditures, 1964/65 and 1965/66	28
Consumer purchases (figure)	29
Percentage of families buying (figure)	30
Consumer expenditures (figure)	31

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

February 1967

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JULY-SEPTEMBER 1966

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Consumer purchases of fruit juices and fruit drinks in July-September 1966 were up 7 percent--4.7 million cases single-strength equivalent--from the same quarter of 1965. The gain reflected an increase in use of chilled juices, canned juices, and fruit drinks that more than offset a slowdown in use of frozen concentrated juices.

Purchases of frozen concentrated orange juice were off 4 percent from July-September 1965. This was the second quarter in succession that purchases were down. On the other hand, use of chilled orange juice was up 28 percent and canned orange juice was up 33 percent.

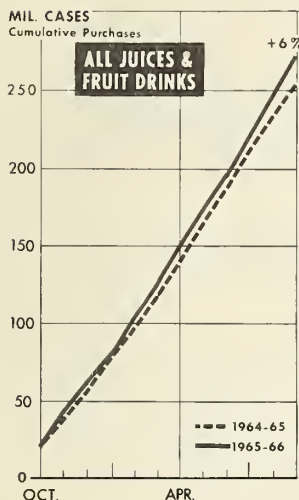
Purchases of prune juice were off slightly from July-September 1965. In contrast, a gain of 16 percent was reported for canned grapefruit juice and moderate gains were made by miscellaneous frozen concentrated and canned juices.

Purchases of frozen concentrated fruit drinks rose 3 percent over a year earlier and canned fruit drinks were up 18 percent.

Purchases of fresh oranges were only slightly greater than in July-September 1965; movement of fresh grapefruit, however, was up 11 percent. Good gains also were recorded for canned grapefruit sections and chilled citrus salads and sections.

Consumer expenditures for products purchased in July-September were up 7 percent from the corresponding quarter of 1965.

Total purchases of reported fruit juices and fruit drinks in the 1965/66 reporting year (October-September) were



up 6 percent--15.1 million cases single-strength equivalent--from 1964/65. (See figure in margin.) Citrus juices and canned fruit drinks accounted for most of the gain. Fruit juices had 67 percent of the household fruit beverage market, compared with 66 percent in 1964/65.

Prices paid for most reported items in 1965/66 were lower than a year earlier, and consumer expenditures for frozen concentrated juices and drinks, and fresh fruit were down. However, more was spent for chilled and canned items, and the net result was that consumer outlay for all products purchased totaled about the same as in 1964/65.

Purchases of frozen concentrated orange juice in 1965/66 were up 10 percent from the preceding season, and were second only to those in 1961/62. Prices paid were low, and despite the increase in purchases, consumers spent less for this juice than they did in 5 of the 6 preceding years.

Purchases of canned orange juice were up 31 percent from 1964/65 and chilled orange juice was up 29 percent to set a new high. Together, the 3 orange juices had 35 percent of the fruit beverage market compared with 33 percent in 1964/65.

Use of canned grapefruit juice was about the highest since the late 1950s, while prune juice held at the record level of a year earlier. Slight gains were recorded for miscellaneous frozen concentrated and canned juices.

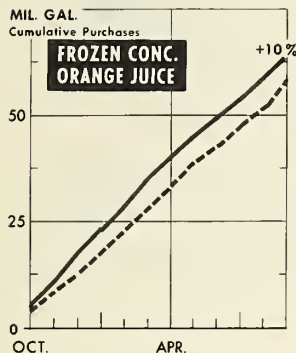
Purchases of canned fruit drinks rose 8 percent over 1964/65 in contrast to a drop of 10 percent in use of frozen concentrated fruit drinks.

Fresh oranges were bought in moderately greater volume in 1965/66 than in the preceding year, but purchases of fresh grapefruit were down. Movement of chilled citrus salads and sections was up 9 percent, and canned grapefruit sections were up still more. Although consumers reduced their expenditure for fresh fruit, they spent more for the processed items.

FROZEN CONCENTRATED JUICES

Comparatively Few Buy FCOJ

Consumer purchases of frozen concentrated orange juice in July-September 1966 were off 4 percent, or 671,000 gallons, from the same quarter of 1965 and were below levels that prevailed in this quarter in 4 of the 6 preceding years. Moreover, this was the second quarter in succession that purchases were down from a year earlier (See tables 1, 16-20 and figs. 7-9.)



Fewer buyers and a somewhat smaller average size of purchase accounted for the decline from July-September 1965. Only about 23 percent of families bought per month compared with 24 percent per month a year earlier, and 29 percent in the third quarter of 1962. Except for the disturbed period that followed the December 1962 freeze, this was the smallest proportion of buyers recorded for any quarter since 1951.

Size of purchase averaged 7.6 cans per buying family per month. That was enough to provide 6-ounce servings to a family of four for about one week per month.

Prices paid at 19 cents per 6-ounce can were up 8 percent from the preceding July-September, and were the highest since the spring of 1965. The typical buyer spent \$1.46 per month for the juice. That also was the highest since early 1965.

Consumer purchases of frozen concentrated orange juice in the reporting year October 1965-September 1966 were the second highest of record. However, prices were low and consumers spent less for the juice in 1965/66 than they did in 5 of the 6 preceding years.

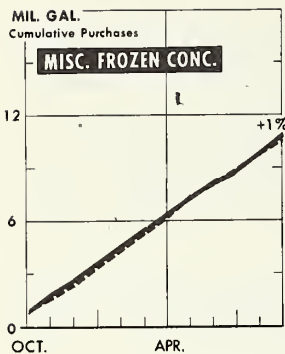
Purchases were unusually high in the first half of 1965/66, but movement slowed sharply in later months and the net result was an increase of only 10 percent or 5.7 million gallons over the below-average year of 1964/65. (See figure in margin.) In further comparison, volume was off 12 percent--8.6 million gallons--from 1961/62 when purchases were at their peak.

Size of purchase at 7.9 cans per month in 1965/66 was about equal to the high set in 1961/62. On the other hand, the proportion of families that bought, which varied between 23 percent and 27 percent per month, was below levels that prevailed in most years since the early 1950s.

Prices paid for frozen concentrated orange juice averaged 17.9 cents per 6-ounce can in 1965/66 or 13 percent less than a year earlier. Except for the 17.7 cents paid in 1961/62, this price was a 9-year low. Inasmuch as prices declined more than purchases increased, consumer outlay for the concentrate was off 4 percent.

Miscellaneous Frozen Concentrates Up Moderately

Consumer purchases of miscellaneous frozen concentrated juices, such as grape, grapefruit, pineapple and blends, were 4 percent greater in July-September than in the corresponding quarter of 1965. The gain was entirely attributed to a larger size of purchase since the proportion of families buying was below year-earlier levels as it was in most months of 1965/66. (See tables 8, 16-20 and fig. 8.)

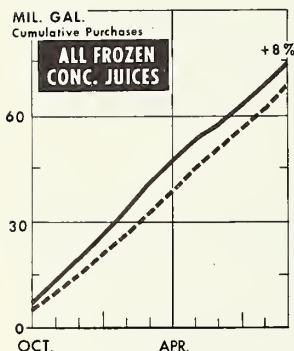


Prices paid averaged 18.9 cents per 6-ounce can in July-September, the same as a year earlier. However, because of heavier purchases consumer expenditures were above year-earlier levels for the only time in 1965/66.

Total purchases of miscellaneous frozen concentrated juices in the 1965/66 reporting year were only about the same as in the 2 preceding years in contrast to the upturns recorded for frozen concentrated orange juice.

Prices paid for miscellaneous frozen concentrates were down from 1964/65. The declines were relatively small, however, and for the first time in several years these products were more expensive than frozen concentrated orange juice.

Total Frozen Concentrated Juices Down



The July-September consumer market for total frozen concentrated juices was down moderately from the same quarter of 1965 contrary to the upturns scored by other types of products. Retail prices of the concentrates advanced 7 percent, however, and consumers spent more for them than they did a year earlier despite the decline in purchases. (See tables 9, 18-20 and figs. 7 and 9.)

Frozen concentrated juices accounted for only 28 percent of all juices and fruit drinks bought for household use in July-September compared with 31 percent in the year-earlier quarter. Frozen concentrated fruit drinks also lost in share of market, while other types of products, particularly canned fruit drinks, captured larger shares.

Total purchases of frozen concentrated juices in 1965/66 were up 8 percent--5.7 million gallons--from 1964/65. And their share of the market rose 1 percentage point to reach 33 percent. These gains were the result of a strong market in the first half of the year that more than offset slow buying in later months.

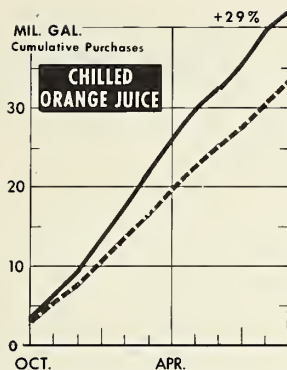
Prices paid for all frozen concentrated juices averaged 12 percent lower than in 1964/65 and consumer outlay for this type of juice was off 4 percent or \$13.6 million.

SINGLE-STRENGTH JUICES

Chilled Orange Continues Record Pace

The market for chilled orange juice continued to expand in July-September as purchases rose 28 percent--2.2 million gallons--over a year earlier to set a new high for the quarter. (See tables 2, 16-20 and figs. 7-9.)

About 7 percent of the Nation's families bought chilled orange juice in each month of the quarter compared with



6 percent per month in the same period of 1965. This gain was amplified by an increase of 10 percent in size of purchase.

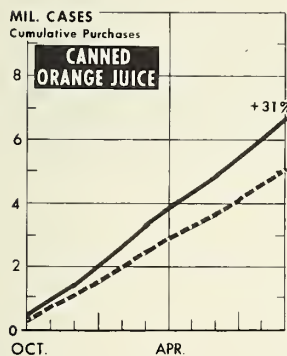
July-September prices of chilled orange juice were off slightly from a year earlier to 40.9 cents per quart--the lowest recorded for the quarter since 1962. Nevertheless, the typical buyer spent moderately more for it than he did a year earlier, and total consumer outlay rose 23 percent.

Total purchases of chilled orange juice in 1965/66 were up 29 percent--9.6 million gallons--from the preceding year to a new high. And purchases were more than twice those of 1956/57, when the product was first reported.

The proportion of families buying in 1965/66 ranged between 6.6 and 8.2 percent per month compared with 5.3 to 6.8 percent in 1964/65. Size of purchase averaged 3.4 quarts, the largest since 1960/61 when only 4 or 5 percent of families bought.

Retail prices were down moderately from 1964/65 to an annual average of 40.2 cents per quart, and were the lowest recorded since the 1962 freeze. Expenditures per buying family were off a little to \$1.35 per month, but with more families in the market total consumer outlay was up 17 percent.

Canned Orange Juice Up Sharply



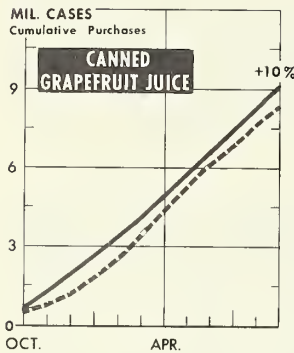
July-September 1966 purchases of canned single-strength orange juice were the highest for the quarter and prices paid the lowest since the 1962 freeze. (See tables 3, 16-20 and figs. 7-9.)

The volume of purchases was up 34 percent from July-September 1965--the greatest relative gain scored by any product over the same quarter a year earlier. Most of the rise was brought about by an increase in number of buyers, which rose from 3.6 to 4.6 percent of the Nation's families per month.

Retail prices for canned orange juice averaged 38.7 cents per 46-ounce can in July-September. This was a decrease of 12 percent from the year-earlier price and consumers responded by increasing their expenditures for the juice to a 5-year high for the quarter.

Total purchases of canned orange juice in the 1965/66 reporting year were up 31 percent--1.6 million cases--from 1964/65. (See figure in margin). Even so, the volume of purchases was only two-thirds as large as the 1957-61 average. Annual prices were down 16 percent. And although consumer expenditures were higher than in the 2 preceding years, they were well below levels that prevailed prior to that time.

Canned Grapefruit Juice Sets New Highs



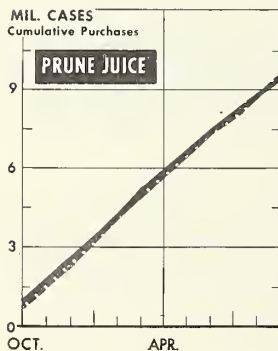
Consumer purchases of canned single-strength grapefruit juice in July-September 1966 were virtually the largest reported for any quarter since 1957. Further, the amount that consumers spent for it was the largest recorded since this series began in 1949. (See tables 4, 16-20, and figs. 7-9.)

July-September purchases were up 16 percent from the same months of 1965 as a result of an increase in number of buyers, coupled with a larger size of purchase. The proportion of families buying--5.6 percent per month--was the largest for this quarter since the late 1950s and was larger than in most months since the 1962 freeze. The family purchase of 1.6 cans per month was the largest recorded.

Retail prices were off moderately from a year earlier, and at 37.9 cents per 46-ounce can were the lowest for the quarter since the freeze. Nevertheless, the typical buyer spent more for the juice than in July-September 1965.

Purchases of canned grapefruit juice in the 1965/66 reporting year were up 10 percent--815,000 cases--from the preceding year and were about the highest recorded since the late 1950s. Further, retail prices were up 5 percent to 39.3 cents per can. Except for 1963/64, when supplies were short, this was the highest annual price of record.

Prune Juice Steady



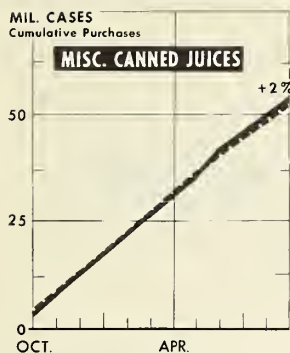
Consumer purchases, expenditures, and prices paid for prune juice in July-September 1966 were about the same as in the corresponding quarter of 1965. By individual months, however, September purchases were off 10 percent from July contrary to the usual July-September upturn. (See tables 5, 16-20 and figs. 7-9.)

Size of purchase averaged 2.5 quarts among the 6.6 percent of the Nation's families that bought. Prices paid were steady at 39 cents per quart.

Similarly, total purchases in 1965/66 held at the record level of the preceding year. Annual retail prices at 38.6 cents per quart were slightly lower, however, and consumer expenditures were off about 2 percent from 1964/65.

Miscellaneous Canned Juices up 7 Percent

July-September consumer use of all other canned single-strength juices such as apple, grape, pineapple, tomato and blends was up 7 percent--845,000 cases--from a year earlier. This group of juices accounted for 18 percent



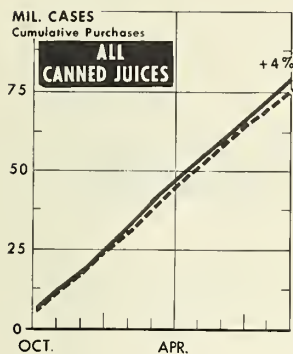
of all fruit beverages bought for home consumption in this as well as in the same quarter of 1965. (See tables 7, 16-20, and figs. 7-9.)

The gain in sales reflected a larger size of purchase, since the proportion of buyers held at about 31 percent of the Nation's families per month.

Retail prices were down moderately in July-September to 30.5 cents per 46-ounce can, which was below prices paid for competing juices. Inasmuch as the relative gain in purchases was greater than the decline in prices, consumer expenditures were slightly higher than in July-September 1965.

Purchases were comparatively light in the first part of the 1965/66 reporting year, and heavy in the latter part of the year. The net result was a gain of 2 percent--1.1 million cases--over 1964/65. Prices were a little lower, however, and the amount consumers spent for these products held about even.

Total Canned Juices on Upturn



The total quantity of canned single-strength juices bought for home consumption in July-September was 9 percent greater than in the same period of 1965, and was the largest recorded for the quarter since 1958. (See tables 11, 16-20 and figs 7-9.)

The gain in purchases over a year earlier was the result of more families buying coupled with a larger average size of purchase.

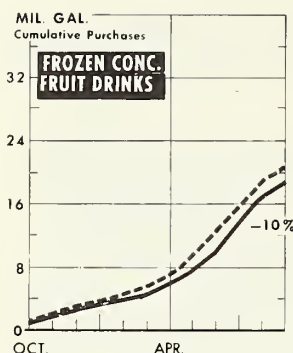
Retail prices in the quarter were down moderately to 35.1 cents per 46-ounce can. Despite lower prices, however, both buying family and total consumer expenditures were up from July-September 1965.

Total purchases of canned single-strength juices in the 1965/66 reporting year were up 4 percent--3.4 million cases--from the preceding year and were slightly greater than the 1957-61 average. Prices paid were down a little to an average of 35.9 cents per 46-ounce can. Annual prices have held within 2 cents of that amount since 1957/58 when the average was 32.7 cents.

FRUIT DRINKS

Annual Use of Frozen Concentrated Fruit Drinks on Downturn

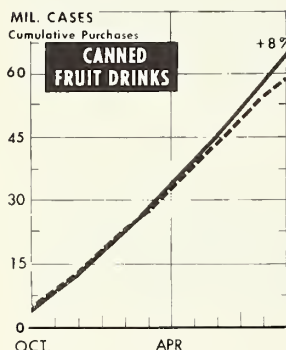
July-September purchases of frozen fruit drinks were up 3 percent from the corresponding quarter of 1965. Purchases in July were considerably greater than those in the same month a year earlier, but most of that gain was offset by slow buying in August and September.



Prices paid for frozen fruit drinks--10.3 cents per 6-ounce can--were slightly lower than in July-September 1965. (See tables 9, 15-20 and figs 7-9.) 1/

The total quantity of frozen concentrated fruit drinks bought for household use in 1965/66 was off 10 percent --2.1 million gallons--from a year earlier, and off 25 percent from 2 years earlier. The downturn from 1964/65 was a result of light buying in 10 of the 12 months. Moreover, prices also were low and consumer expenditures were down 16 percent from a year earlier and 36 percent from 2 years earlier.

Canned Fruit Drinks on Record Pace



Consumers bought 18 percent--2.8 million cases--more canned single-strength fruit drinks in July-September than they did in the same quarter of 1965. This represented the largest volume of purchases yet recorded in this 7-year series. (See tables 12, 15-20 and figs 7-9.)

The increase in use lifted the share of the household fruit beverage market held by canned fruit drinks from 22.8 percent to 25.2 percent. Dollarwise, their share rose from 21 percent to 22.8 percent. The gains in purchases, as well as in market shares, were greater than those scored by competing products.

The rise in consumption was a result of the combined effects of a greater number of families buying and a larger size of purchase. Buying family consumption was the greatest ever, but the 25 percent of families that bought per month was not as high as in April-June or in the first half of 1964.

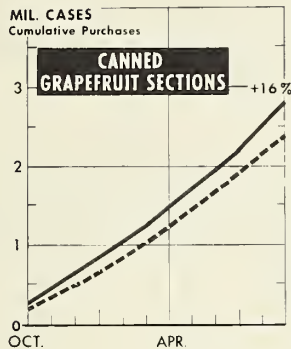
Retail prices in July-September--29 cents per 46-ounce can--were off slightly from a year earlier and were well below those paid for frozen concentrated or canned juices. Since purchases increased sharply, consumer expenditures for canned drinks were up 16 percent or \$7 million.

Total purchases of canned fruit drinks in the reporting year October 1965-September 1966 surpassed the year-earlier volume by 8 percent or 4.6 million cases, and were virtually equal to the record high volume of 1963/64. Annual retail prices--29.7 cents per 46-ounce can--were off 4 percent from 1964/65 and were the lowest recorded in this series.

1/ Fruit drinks include a wide variety of noncarbonated fruit drinks, ades, and punches. Fruit drinks differ from fruit juices in that they contain water and other additives.

CITRUS SECTIONS AND SALADS

Record Expenditures for Grapefruit Sections

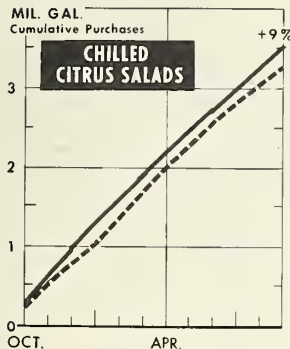


About 8 percent more canned grapefruit sections were bought for home use in July-September than in the same months of 1965. The upturn was attributed to more families buying since purchase size held about the same. (See tables 6, 17-20 and figs. 7-9.)

Prices paid averaged 25.3 cents per No. 303 can, which was a little above levels that prevailed for more than a year. With both purchases and prices up, consumers expenditures for the quarter were about 10 percent higher than in July-September 1965.

Total purchase of grapefruit sections in the 1965/66 reporting year were up 16 percent--383,000 cases--from 1964/65. Despite the gain, however, the years' retail movement remained below prefreeze levels. Annual prices were moderately lower, but even so, consumer expenditures were up 12 percent from 1964/65 and were the highest recorded in the 10 years for which data are available.

New Marks for Chilled Citrus Sections



July-September consumption of chilled citrus salads and sections was up 13 percent--90,000 gallons--from a year earlier and was double the volume of 3 years earlier when this product was first reported. The gain over July-September 1965 was brought about by an increase in the number of families buying which more than offset a decrease in size of purchase. (See tables 10 and 17-20.)

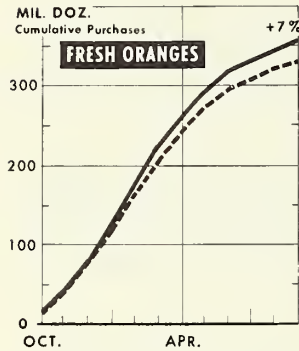
Prices paid averaged 69.3 cents per quart, 2 or 3 cents above levels that held for more than a year. With purchases and prices both up, the amount consumers spent for chilled citrus sections was substantially greater than in July-September 1965.

Total purchases in the reporting year ended September 1966 rose 9 percent--285,000 gallons--over 1964/65 to reach a new high for this series.

Retail prices averaged 67.2 cents for the year, 2 to 10 percent below those in the 3 preceding years. Nonetheless, because of heavier buying, consumer expenditures also were up to a new high.

FRESH CITRUS FRUIT

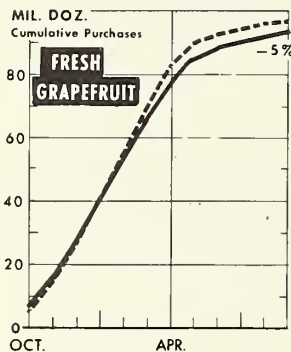
Fresh Oranges Steady



Consumer purchases and expenditures for fresh oranges in July-September were almost unchanged from the same quarter of 1965. Size of purchase averaged about $1\frac{1}{2}$ dozen per month among the 14 percent of families that bought. Prices paid held at 63 cents per dozen. (See 13, 17-20 and figs 7-9.)

Total purchases of oranges in 1965/66 were up 7 percent or 23.6 million dozen from the preceding season. (See figure in margin.) Retail prices (56.1 cents per dozen) were off about 9 percent and although expenditures were down slightly from 1964/65, they were above those in other years since the middle 1950s.

Expenditure for Fresh Grapefruit Up



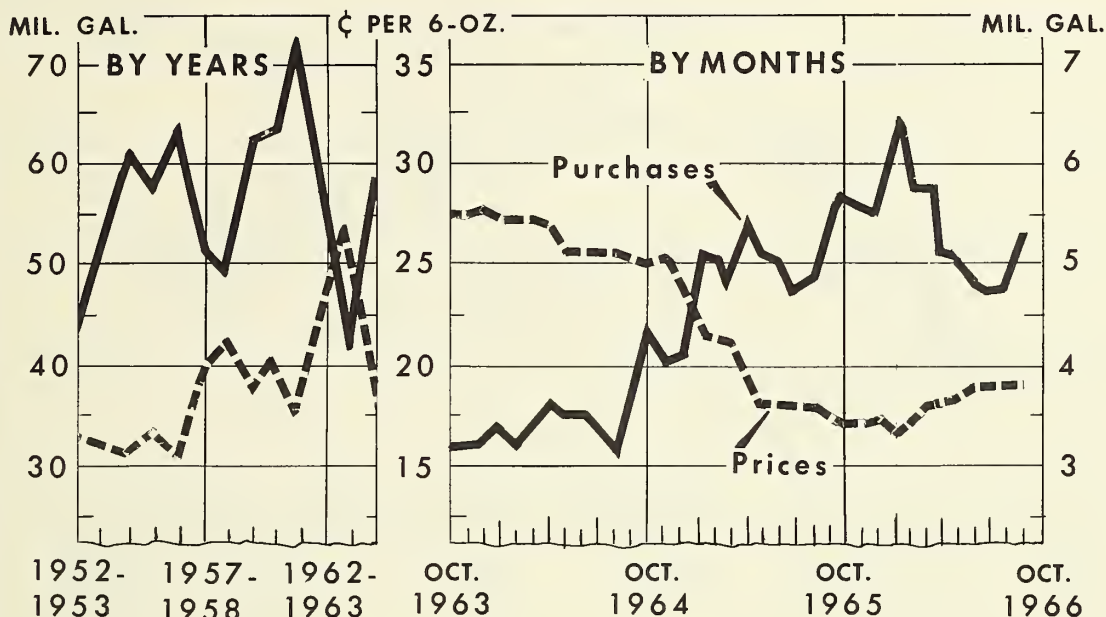
Consumer use of fresh grapefruit was up 11 percent from July-September 1965. The gain was associated with increases both in number of families buying and in size of purchase. (See tables 14, 17-20 and figs. 7-9.)

Prices paid in the quarter averaged \$1.52 per dozen, or slightly more than a year earlier. Buying family expenditures were moderately greater, and total consumer outlay was 14 percent greater than in July-September 1965.

Total purchases of fresh grapefruit in 1965/66 were off about 5 percent--4.5 million dozen--from 1964/65. On the other hand, annual prices were up about 5 percent to \$1.15 per dozen. As a result, consumer expenditures for fresh grapefruit in 1964/65 were, by a slight margin, the highest recorded since 1952/53.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U.S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

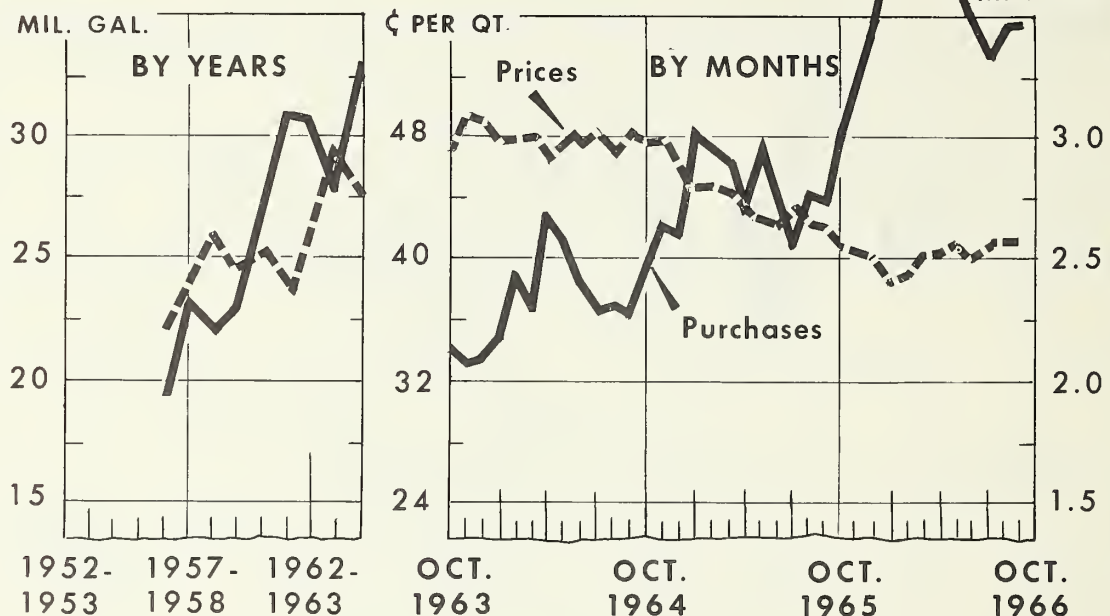
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons^{1/}

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	4,369	5,675	23.0	26.0	42.6	47.9	19.7	25.0	17.3
Nov.	4,970	4,090	5,519	23.1	26.2	39.6	46.3	19.9	25.2	17.3
Dec.	4,996	4,163	5,507	23.2	25.4	40.0	48.2	19.6	24.9	17.5
Oct.-Dec.	15,077	12,622	16,701	23.1	25.9	40.7	47.5		25.0	17.4
Jan.	5,312	5,076	6,401	25.3	27.0	44.9	51.9	19.6	22.8	16.7
Feb.	5,207	5,046	5,744	25.8	25.5	43.7	49.6	19.6	21.3	17.1
Mar.	5,172	4,931	5,709	25.5	25.6	43.6	49.0	19.6	21.1	17.8
Jan.-Mar.	15,691	15,053	17,854	25.5	26.0	44.1	50.2		21.7	17.2
Apr.	5,147	5,353	5,072	25.6	24.3	46.5	46.0	19.3	19.7	18.0
May	4,941	5,105	5,057	23.5	23.7	48.1	46.7	19.3	18.1	18.3
June	4,740	5,044	4,819	24.0	22.9	46.7	46.1	19.5	18.0	18.8
Apr.-June	14,828	15,502	14,948	24.4	23.6	47.1	46.3		18.6	18.4
July	4,601	4,801	4,710	23.5	22.7	45.3	45.4	19.6	17.8	19.0
Aug.	4,580	4,936	4,723	23.7	22.9	46.5	45.1	19.8	17.7	19.1
Sept.	5,111	5,596	5,229	25.6	24.2	48.2	47.0	19.6	17.4	19.0
July-Sept.	14,292	15,333	14,662	24.3	23.3	46.7	45.8		17.6	19.0
48-weeks	59,888	58,510	64,165	24.3	24.7	44.6	47.4	19.6	20.5	17.9

^{1/} Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

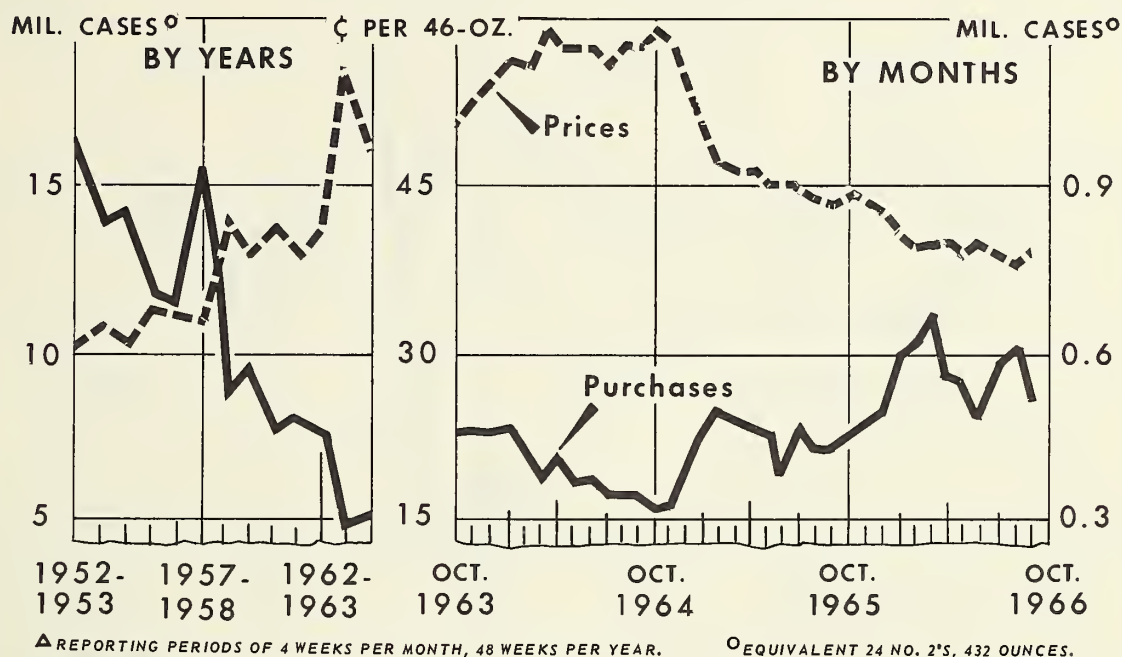
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,475	3,004	5.3	6.6	103.4	99.1	39.7	47.8	40.9
Nov.	2,017	2,627	3,219	5.8	6.8	103.7	105.6	40.2	47.6	40.6
Dec.	1,911	2,604	3,494	5.4	7.1	105.9	107.5	40.0	46.6	40.1
Oct.-Dec.	5,878	7,706	9,717	5.5	6.8	104.3	104.1		47.3	40.5
Jan.	2,098	3,051	3,774	6.8	7.8	98.8	105.8	39.1	45.0	38.2
Feb.	2,288	2,946	4,009	6.7	8.0	97.4	110.5	38.7	45.0	38.8
Mar.	2,267	2,919	4,059	6.4	8.2	98.8	108.2	39.6	44.4	40.1
Jan.-Mar.	6,653	8,916	11,842	6.6	8.0	98.3	108.2		44.8	39.1
Apr.	2,239	2,742	3,744	6.1	7.4	99.2	111.5	39.3	43.2	40.1
May	2,339	2,953	3,662	6.2	7.0	104.6	114.3	38.7	42.6	41.1
June	2,291	2,768	3,508	6.2	7.0	99.4	110.0	38.3	42.3	39.8
Apr.-June	6,869	8,463	10,914	6.2	7.1	101.1	111.9		42.7	40.3
July	2,064	2,541	3,283	6.0	6.9	93.6	104.2	39.1	43.0	40.9
Aug.	1,901	2,752	3,463	6.0	6.9	101.3	109.8	39.6	42.3	40.9
Sept.	1,974	2,712	3,471	6.2	7.2	95.4	105.4	39.6	41.8	41.0
July-Sept.	5,939	8,005	10,217	6.1	7.0	96.8	106.5		42.4	40.9
48-weeks	25,339	33,090	42,690	6.1	7.2	100.1	107.7	39.3	44.3	40.2

^{1/} Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid^Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

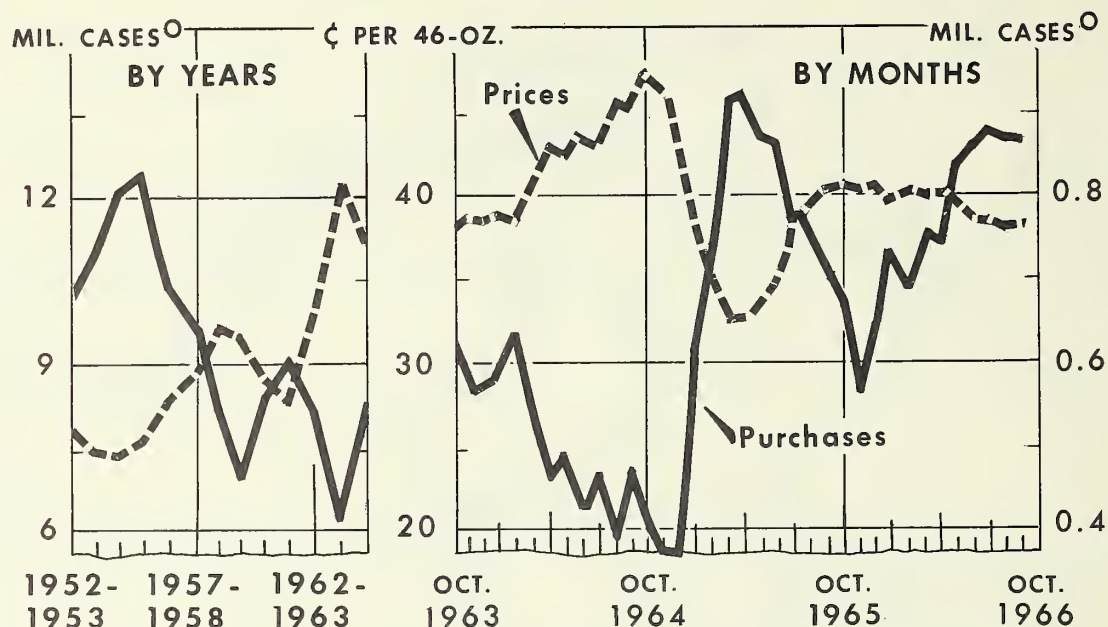
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1964-1965	1965	1966	1964-1965	1965-1966	1964-1965	1965-1966	Average : 1957-61	1964-1965	1965-1966
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	323	443	3.0	3.8	82.5	87.3	37.8	58.7	43.9
Nov.	808	327	475	3.4	4.2	76.7	83.9	37.7	57.8	44.4
Dec.	754	392	494	3.8	4.3	77.1	85.6	38.1	53.8	42.8
Oct.-Dec.	2,414	1,042	1,412	3.4	4.1	78.8	85.6		56.6	43.7
Jan.	892	446	607	4.2	4.9	81.8	93.3	37.0	50.6	40.3
Feb.	909	497	626	4.4	5.1	86.3	94.0	37.5	47.0	39.3
Mar.	915	470	667	4.5	5.2	79.8	94.8	37.5	46.2	39.4
Jan.-Mar.	2,716	1,413	1,900	4.4	5.1	82.6	94.0		47.9	39.7
Apr.	881	460	548	3.9	4.6	88.8	89.2	37.8	46.3	39.7
May	838	453	543	3.9	4.5	88.7	91.0	37.9	45.3	39.3
June	806	396	478	3.6	4.0	83.6	89.8	37.7	45.0	39.9
Apr.-June	2,525	1,309	1,569	3.8	4.4	87.0	90.0		45.6	39.6
July	764	451	595	3.6	4.8	93.7	94.3	38.5	44.3	38.6
Aug.	708	419	616	3.7	4.6	85.8	98.9	39.0	43.9	38.4
Sept.	709	423	515	3.6	4.3	88.9	89.0	39.9	43.5	39.3
July-Sept.	2,181	1,293	1,726	3.6	4.6	89.5	94.1		43.9	38.7
48-weeks	9,836	5,057	6,607	3.8	4.5	84.5	90.9	38.0	48.1	40.3

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540 ECONOMIC RESEARCH SERVICE

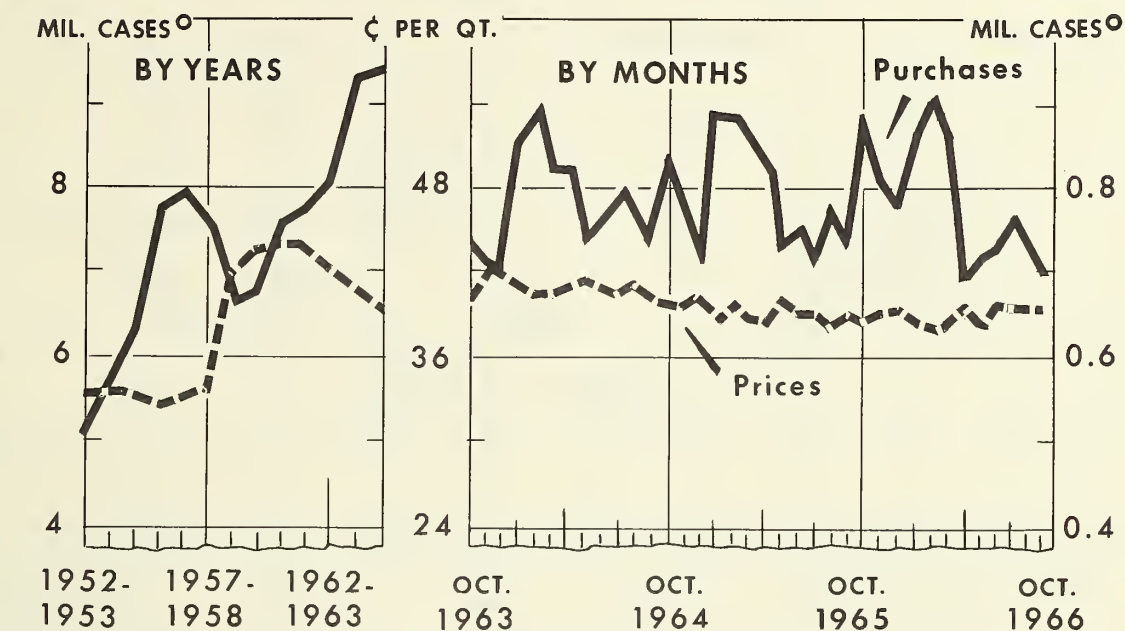
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	404	674	3.3	5.0	93.1	101.5	30.3	47.3	40.7
Nov.	683	379	569	3.5	4.3	82.6	99.4	30.7	46.5	40.4
Dec.	643	371	650	3.4	4.6	83.3	106.5	30.4	44.1	40.6
Oct.-Dec.	2,098	1,154	1,893	3.4	4.6	86.3	102.5		46.0	40.6
Jan.	755	613	739	4.7	5.0	100.7	109.9	30.1	38.8	39.7
Feb.	715	738	689	5.3	5.0	106.8	102.7	30.4	34.9	40.0
Mar.	738	914	759	5.6	5.2	124.3	110.4	30.1	32.5	39.9
Jan.-Mar.	2,208	2,265	2,187	5.2	5.1	110.6	107.7		35.0	39.9
Apr.	793	916	748	5.8	5.4	120.0	102.7	29.1	32.7	39.9
May	781	871	834	6.0	5.6	109.0	114.3	28.9	33.9	39.3
June	714	862	864	5.8	5.6	113.7	114.5	29.2	35.2	38.5
Apr.-June	2,288	2,649	2,446	5.9	5.5	114.2	110.5		33.9	39.2
July	632	768	875	5.5	5.6	106.9	114.5	30.3	38.0	38.2
Aug.	683	772	864	5.1	5.4	111.0	118.8	29.9	39.2	37.6
Sept.	663	703	861	5.0	5.9	101.4	109.0	30.3	40.3	38.0
July-Sept.	1,978	2,243	2,600	5.2	5.6	106.4	114.1		39.1	37.9
48-weeks	8,572	8,311	9,126	4.9	5.2	104.4	108.7	30.0	37.3	39.3

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid^Δ



^ΔREPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

[○]EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541 ECONOMIC RESEARCH SERVICE

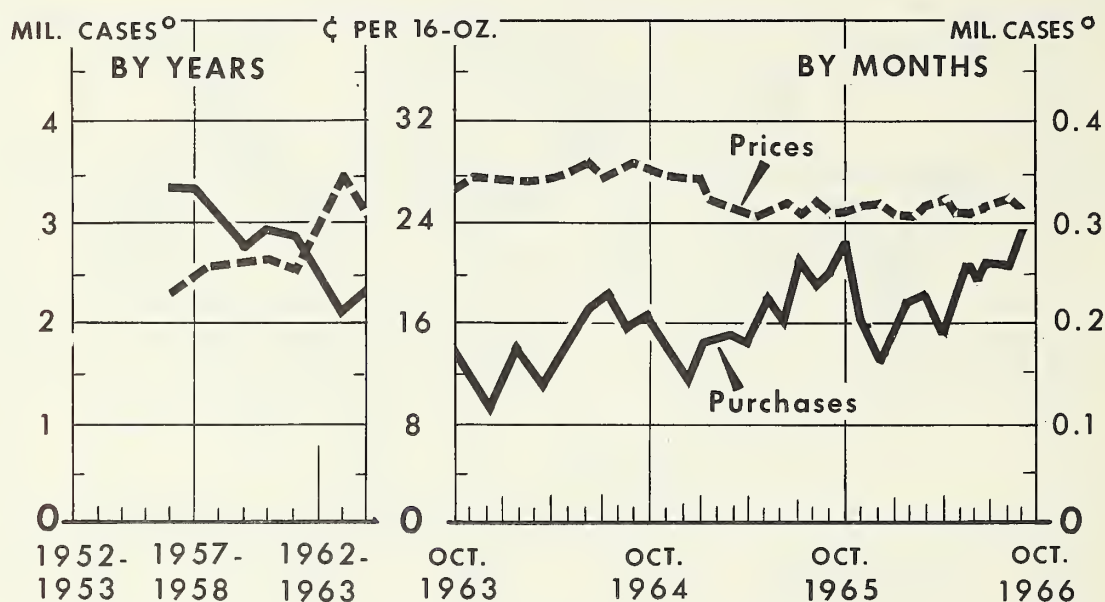
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	826	883	8.0	8.1	78.4	82.2	39.9	39.9	38.1
Nov.	598	776	810	7.6	7.6	79.2	80.9	40.5	39.3	38.8
Dec.	599	706	775	7.2	7.4	75.4	79.0	40.8	40.1	39.1
Oct.-Dec.	1,829	2,308	2,468	7.6	7.7	77.7	80.7		39.8	38.6
Jan.	652	893	865	8.5	7.9	80.0	81.0	40.9	38.3	38.5
Feb.	653	890	911	8.2	8.5	81.2	80.0	41.4	39.0	38.0
Mar.	654	856	863	8.5	8.3	76.0	78.6	41.5	38.6	38.2
Jan.-Mar.	1,959	2,639	2,639	8.4	8.2	79.1	79.9		38.6	38.2
Apr.	602	827	697	7.6	6.7	81.9	78.0	41.7	38.6	39.0
May	607	737	725	7.0	6.7	80.2	80.9	41.8	40.3	38.1
June	600	754	732	7.2	6.6	79.7	80.9	41.7	39.5	39.3
Apr.-June	1,809	2,318	2,154	7.3	6.7	80.6	79.9		39.4	38.8
July	571	715	773	6.8	7.1	79.6	80.8	41.7	39.5	38.9
Aug.	569	774	728	7.1	6.6	82.3	80.4	41.6	38.1	39.0
Sept.	602	745	698	7.1	6.2	79.9	83.1	41.7	38.8	39.0
July-Sept.	1,742	2,234	2,199	7.0	6.6	80.6	81.4		38.8	39.0
48-weeks	7,339	9,499	9,460	7.6	7.3	79.5	80.5	41.3	39.1	38.6

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

[○] EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542 ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	201	280	3.6	4.0	47.2	58.2	20.0	28.0	24.4
Nov.	249	161	205	2.6	3.4	52.5	50.5	20.3	27.7	24.8
Dec.	192	146	164	2.5	2.9	48.7	46.9	20.5	27.8	25.1
Oct.-Dec.	752	508	649	2.9	3.4	49.5	51.9		27.8	24.7
Jan.	245	179	194	3.3	3.3	46.0	48.9	20.2	26.4	24.5
Feb.	239	179	216	3.0	3.6	49.4	49.2	20.2	25.9	24.4
Mar.	225	184	229	3.0	3.4	51.5	55.4	20.4	25.5	25.2
Jan.-Mar.	709	542	639	3.1	3.4	49.0	51.2		25.9	24.7
Apr.	227	179	187	2.9	3.0	51.3	51.0	20.3	24.8	25.6
May	233	222	257	3.2	3.9	58.5	54.7	20.4	24.8	24.8
June	255	201	243	3.2	3.8	51.7	53.4	20.5	25.4	24.7
Apr.-June	715	602	687	3.1	3.6	53.8	53.0		25.0	25.0
July	264	252	257	3.4	3.7	61.0	57.4	20.7	24.6	25.0
Aug.	253	236	253	3.5	3.8	56.1	54.7	20.4	25.2	25.3
Sept.	284	247	285	3.6	3.8	56.7	62.5	20.4	24.8	25.7
July-Sept.	801	735	795	3.5	3.8	57.9	58.2		24.9	25.3
48-weeks	2,977	2,387	2,770	3.2	3.6	52.6	53.6	20.4	25.8	25.0

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,041	4,545	4,343	32.6	30.9	105.9	104.0	30.6	31.9	31.3
Nov.	4,619	4,563	4,362	33.8	32.2	102.3	101.0	31.5	32.3	31.6
Dec.	4,705	4,368	4,321	33.0	32.8	100.4	97.5	31.8	32.9	32.5
Oct.-Dec.	14,365	13,476	13,026	33.1	32.0	102.9	100.8	31.3	32.4	31.8
Jan.	5,106	4,661	4,644	34.1	33.9	102.9	102.4	32.0	32.2	31.4
Feb.	5,140	4,622	4,658	34.2	33.3	101.8	104.2	31.8	32.0	31.9
Mar.	4,982	4,736	4,790	35.0	34.2	102.1	104.2	31.9	31.8	32.2
Jan.-Mar.	15,228	14,019	14,092	34.4	33.8	102.3	103.6	31.9	32.0	31.8
Apr.	4,759	4,617	4,686	33.8	33.6	103.0	103.1	33.1	32.0	31.5
May	4,668	4,436	4,554	32.6	33.1	102.6	101.5	32.9	31.9	31.7
June	4,433	4,177	4,593	32.1	32.7	98.0	104.0	32.8	32.3	31.0
Apr.-June	13,860	13,230	13,833	32.8	33.1	101.2	102.9	32.9	32.1	31.4
July	4,328	3,854	4,300	30.8	31.6	93.4	99.5	32.6	32.6	31.3
Aug.	4,256	3,899	4,319	30.4	30.5	94.9	104.8	31.5	32.3	30.2
Sept.	4,220	4,382	4,361	31.7	30.8	102.5	104.8	32.1	31.3	30.1
July-Sept.	12,804	12,135	12,980	31.0	31.0	96.9	103.0	32.1	32.0	30.5
48-weeks	56,257	52,860	53,931	32.8	32.5	100.8	102.6	32.0	32.1	31.4

Table 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1963 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	932	905	906	6.6	6.5	30.6	31.2	20.7	21.1	19.8
Nov.	853	823	865	6.4	6.4	28.9	30.2	21.2	21.7	19.3
Dec.	725	725	846	6.1	6.2	26.8	30.9	21.4	21.8	19.6
Oct.-Dec.	2,510	2,453	2,617	6.4	6.4	28.8	30.8	21.1	21.5	19.6
Jan.	981	976	947	7.4	6.6	29.5	32.0	21.3	20.9	18.7
Feb.	1,007	917	1,081	6.7	7.1	30.7	33.4	21.0	20.8	18.2
Mar.	944	1,033	918	7.4	6.6	31.4	31.1	21.6	20.4	19.2
Jan.-Mar.	2,932	2,926	2,946	7.2	6.8	30.5	32.2	21.3	20.7	18.7
Apr.	1,102	930	860	6.8	6.5	30.8	29.3	21.1	20.2	18.6
May	828	952	810	6.8	5.6	31.3	32.2	21.5	20.2	19.3
June	834	809	825	6.2	6.3	29.1	29.8	21.0	20.0	19.2
Apr.-June	2,764	2,691	2,495	6.6	6.1	30.4	30.4	21.2	20.1	19.0
July	800	823	811	6.0	5.6	30.9	31.8	21.1	18.6	18.9
Aug.	832	814	798	6.2	5.5	30.0	31.9	20.6	18.7	19.1
Sept.	794	802	926	6.0	6.4	30.2	31.9	21.2	19.3	18.7
July-Sept.	2,426	2,439	2,535	6.1	5.8	30.4	31.9	21.0	18.9	18.9
48-weeks	10,632	10,509	10,593	6.6	6.3	30.0	31.2	21.1	20.3	19.0

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1963 to date

Period 1/	Total frozen concentrated juices					Total frozen concentrated drinks				
	Purchases			Prices paid per 6-ounce can		Purchases			Prices paid per 6-ounce can	
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966
	gallons	gallons	gallons	Cents	Cents	gallons	gallons	gallons	Cents	Cents
Oct.	4,170	5,274	6,581	24.3	17.6	1,504	1,225	964	13.9	12.0
Nov.	4,116	4,913	6,384	24.6	17.6	1,077	1,020	799	14.4	12.6
Dec.	3,965	4,888	6,353	24.4	17.8	917	782	754	14.4	12.9
Oct.-Dec.	12,251	15,075	19,318	24.4	17.7	3,498	3,027	2,517	14.2	12.5
Jan.	4,379	6,052	7,348	22.5	17.0	1,201	882	671	14.4	12.8
Feb.	4,290	5,963	6,825	21.2	17.3	1,126	782	636	14.4	12.9
Mar.	4,438	5,964	6,627	21.0	18.0	1,131	915	663	14.4	12.2
Jan.-Mar.	13,107	17,979	20,800	21.6	17.4	3,458	2,579	1,970	14.4	12.6
Apr.	4,751	6,283	5,932	19.8	18.1	1,545	1,212	927	12.7	12.1
May	4,400	6,057	5,867	18.4	18.4	3,247	2,783	1,921	10.8	10.6
June	4,385	5,853	5,644	18.3	18.9	3,360	3,018	3,041	10.7	10.4
Apr.-June	13,536	18,193	17,443	18.9	18.5	8,152	7,013	5,889	11.1	10.7
July	4,149	5,624	5,521	17.9	19.0	4,281	3,212	3,855	10.5	10.1
Aug.	4,122	5,750	5,521	17.8	19.1	2,999	2,922	2,604	10.4	10.4
Sept.	4,522	6,398	6,155	17.6	19.0	2,073	1,767	1,608	10.7	10.6
July-Sept.	12,793	17,772	17,197	17.8	19.0	9,353	7,901	8,067	10.5	10.3
48-weeks	51,687	69,019	74,758	20.5	18.1	24,461	20,520	18,443	11.7	11.0

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1963 to date 2/

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	194	227	278	1.3	1.2	40.3	51.4	77.9	74.2	65.9
Nov.	256	279	332	1.6	1.5	41.6	50.8	68.9	72.7	67.2
Dec.	222	256	384	1.4	1.7	42.6	51.7	71.3	72.1	66.8
Oct.-Dec.	672	762	994	1.4	1.5	41.5	51.3	72.7	72.9	66.7
Jan.	222	290	321	1.4	1.6	48.6	45.4	76.1	68.4	62.7
Feb.	251	314	318	1.5	1.6	48.4	45.2	75.8	66.9	66.2
Mar.	224	323	262	1.6	1.3	46.4	45.6	74.6	66.6	68.3
Jan.-Mar.	697	927	901	1.5	1.5	47.8	45.4	75.5	67.3	65.6
Apr.	280	308	273	1.5	1.4	47.8	44.1	74.5	67.2	67.5
May	338	251	291	1.3	1.4	44.9	47.4	74.6	66.1	67.0
June	312	299	283	1.6	1.6	44.0	39.9	76.2	69.2	68.5
Apr.-June	930	858	847	1.5	1.5	45.6	43.8	75.1	67.5	67.7
July	288	253	281	1.3	1.4	44.7	45.9	75.5	67.9	69.1
Aug.	260	240	254	1.0	1.4	56.2	42.2	75.8	68.6	68.3
Sept.	225	206	254	1.0	1.2	49.4	47.7	74.1	66.2	70.6
July-Sept.	773	699	789	1.1	1.3	50.1	45.3	75.2	67.6	69.3
48-weeks	3,072	3,246	3,531	1.4	1.4	46.2	46.4	74.6	68.8	67.2

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1957-61	1965	1966	1965	1966	1965	1966	1957-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,098	6,343	39.0	39.2	118.5	120.8	---	37.8	36.5
Nov.	6,495	6,045	6,216	40.3	39.9	114.2	116.7	---	37.7	36.5
Dec.	6,152	5,837	6,240	39.1	40.5	113.2	115.0	---	38.0	37.1
Oct.-Dec.	19,379	17,980	18,799	39.5	39.9	115.3	117.5	---	37.8	36.7
Jan.	6,931	6,613	6,855	41.2	42.2	121.3	122.1	---	37.1	36.1
Feb.	6,940	6,747	6,884	41.7	42.1	121.8	122.0	---	36.6	36.4
Mar.	7,015	6,976	7,079	43.3	42.5	122.2	124.0	---	35.8	36.5
Jan.-Mar.	20,886	20,336	20,818	42.1	42.3	121.8	122.7	---	36.5	36.3
Apr.	6,875	6,820	6,679	41.6	41.7	124.5	119.0	---	35.9	35.7
May	6,817	6,497	6,656	40.6	41.1	121.2	121.2	---	36.1	35.8
June	6,454	6,189	6,667	39.8	40.4	117.8	122.8	---	36.5	35.4
Apr.-June	20,146	19,506	20,002	40.7	41.1	121.2	121.0	---	36.2	35.6
July	6,013	5,788	6,543	38.0	39.9	114.2	120.6	---	37.2	35.8
Aug.	5,892	5,864	6,527	37.8	38.3	115.5	125.7	---	37.0	34.8
Sept.	5,995	6,253	6,435	39.3	38.4	118.2	124.4	---	36.0	34.7
July-Sept.	17,900	17,905	19,505	38.4	38.9	116.0	123.6	---	36.7	35.1
48-weeks	78,311	75,727	79,124	40.1	40.5	118.6	121.2	---	36.8	35.9

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1959-61	1965	1966	1965	1966	1965	1966	1959-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	4,723	4,435	23.0	21.1	154.0	156.8	32.0	31.6	30.2
Nov.	2,577	4,222	3,967	21.6	20.3	149.6	146.4	32.8	32.0	30.7
Dec.	2,635	4,263	4,155	22.0	20.7	145.3	149.5	32.3	32.5	31.0
Oct.-Dec.	8,070	13,208	12,557	22.2	20.7	149.6	150.9		32.0	30.6
Jan.	3,235	4,854	4,938	23.0	22.5	158.4	162.8	31.8	31.4	30.1
Feb.	3,362	4,903	4,920	23.4	22.8	158.4	163.2	31.9	31.8	30.0
Mar.	3,408	4,692	5,521	23.1	23.9	154.4	173.1	31.7	31.8	29.9
Jan.-Mar.	10,005	14,449	15,379	23.2	23.1	157.1	166.4		31.7	30.0
Apr.	3,558	4,992	5,699	23.4	25.5	160.8	165.6	31.7	31.2	29.8
May	3,758	5,557	5,784	24.6	25.1	170.0	171.6	31.7	30.4	29.7
June	4,027	5,525	6,070	25.1	25.9	165.3	174.6	31.3	30.2	29.6
Apr.-June	11,343	16,074	17,553	24.4	25.5	165.4	170.6		30.6	29.7
July	4,007	5,568	6,592	25.1	26.5	166.9	183.0	30.8	29.9	29.0
Aug.	3,486	5,276	6,284	24.3	26.0	163.8	178.9	31.1	27.9	28.6
Sept.	3,233	4,586	5,376	22.2	23.2	156.5	172.1	31.5	30.5	29.3
July-Sept.	10,726	15,430	18,252	23.9	25.2	162.4	178.0		29.4	29.0
48-weeks	40,144	59,161	63,741	23.4	23.6	158.6	166.5	31.7	30.9	29.7

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1963-	1964-	1965-	1964-	1965-	1964-	1965-	1963-	1964-	1965-
	1964	1965	1966	1965	1966	1965	1966	1964	1965	1966
	1,000	1,000	1,000	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
	doz.	doz.	doz.							
Oct.	12,673	13,527	16,556	16.2	18.0	17.7	19.2	62.3	67.1	60.5
Nov.	20,614	22,962	25,270	25.8	27.0	18.8	19.5	59.7	56.4	50.3
Dec.	40,586	41,422	38,840	41.4	36.7	21.2	22.0	55.8	58.7	51.6
Oct.-Dec.	73,873	77,911	80,666	27.8	27.2	19.2	20.2	59.3	59.5	53.0
Jan.	42,660	40,496	45,533	38.7	39.6	22.0	23.8	57.5	59.9	52.2
Feb.	43,928	43,868	47,275	41.2	41.4	22.4	23.7	57.4	61.4	54.8
Mar.	41,937	44,093	47,838	40.7	39.9	22.8	24.8	57.6	61.5	54.2
Jan.-Mar.	128,525	128,457	140,646	40.2	40.3	22.4	24.1	57.5	61.0	53.8
Apr.	35,406	36,822	40,736	34.9	35.6	22.1	23.6	61.2	63.1	57.4
May	28,964	30,349	33,480	30.2	30.9	21.1	22.4	58.3	63.9	60.4
June	21,673	20,502	21,658	22.9	22.1	18.8	20.2	56.3	63.7	60.8
Apr.-June	86,043	87,673	95,874	29.3	29.5	20.7	22.1	58.6	63.5	59.2
July	12,900	13,396	13,401	15.2	14.9	18.4	18.5	61.3	61.6	61.9
Aug.	9,994	11,506	11,140	12.6	12.2	19.1	18.7	61.4	62.8	64.3
Sept.	10,122	11,610	12,396	13.6	13.3	17.8	19.2	64.0	64.0	64.0
July-Sept.	33,016	36,512	36,937	13.8	13.5	18.4	18.8	62.2	62.7	63.3
48-weeks	321,457	330,553	354,123	27.8	27.6	20.2	21.3	58.5	61.5	56.1

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1963-	1964-	1965-	1964-	1965-	1964-	1965-	1963-	1964-	1965-
	1964	1965	1966	1965	1966	1965	1966	1964	1965	1966
	1,000	1,000	1,000	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
	doz.	doz.	doz.							
Oct.	6,410	4,661	6,516	15.0	20.1	6.6	6.7	117.3	131.6	122.0
Nov.	10,203	10,612	10,196	24.9	24.2	9.0	8.8	110.4	111.0	106.5
Dec.	10,760	11,334	10,757	24.2	22.4	9.9	10.0	109.5	109.7	102.6
Oct.-Dec.	27,373	26,607	27,469	21.4	22.2	8.5	8.5	111.7	114.1	108.6
Jan.	12,880	14,300	13,053	28.3	26.0	10.6	10.4	110.7	100.6	103.8
Feb.	13,057	14,514	13,154	27.6	25.6	11.1	10.6	110.8	98.9	111.0
Mar.	12,027	15,201	13,556	28.6	25.7	11.2	10.9	117.2	100.4	109.7
Jan.-Mar.	37,964	44,015	39,763	28.2	25.8	11.0	10.6	112.8	100.0	108.2
Apr.	8,375	12,464	10,808	24.0	22.0	10.9	10.2	137.0	108.0	118.4
May	4,370	7,203	6,975	16.7	16.3	9.0	8.8	154.2	123.2	138.8
June	2,454	3,437	3,762	9.6	9.9	7.5	7.8	158.6	137.2	147.2
Apr.-June	15,199	23,104	21,545	16.8	16.1	9.1	8.9	145.4	117.1	130.0
July	1,028	1,613	1,654	4.6	4.8	7.4	7.0	155.2	140.5	149.1
Aug.	726	1,059	1,414	3.5	4.1	6.2	7.1	160.5	154.2	150.7
Sept.	559	1,006	1,027	3.6	3.4	5.9	6.1	172.1	155.0	160.0
July-Sept.	2,313	3,678	4,095	3.9	4.1	6.5	6.7	160.9	148.4	152.4
48-weeks	82,849	97,404	92,872	17.6	17.0	8.8	8.7	119.8	109.7	115.3

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1963 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases	1964- cases	1965- cases	1966- cases
Monthly															
Oct.	5,547	6,637	8,732	6,876	6,443	6,300	4,630	4,723	4,435	1,598	1,287	1,000	19,401	20,755	20,755
Nov.	5,504	6,331	8,538	6,338	6,314	6,197	3,990	4,222	3,967	1,329	1,064	1,000	18,196	19,766	19,766
Dec.	5,486	6,468	8,705	6,270	5,933	6,099	4,224	4,263	4,155	1,023	1,002	1,000	17,687	19,961	19,961
Oct-Dec.	16,537	19,436	25,975	19,484	18,690	18,596	12,844	13,208	12,557	3,950	3,353	3,000	55,284	60,482	60,482
Jan.	5,706	7,978	10,049	7,124	6,711	6,631	5,094	4,854	4,938	1,153	892	1,000	20,696	22,510	22,510
Feb.	5,604	8,088	9,310	7,221	6,599	6,850	5,624	4,903	4,920	1,024	846	1,000	20,614	21,926	21,926
Mar.	5,739	8,092	9,394	6,925	6,816	6,742	5,471	4,692	5,521	1,210	888	1,000	20,810	22,545	22,545
Jan-Mar.	17,109	24,158	28,753	21,270	20,126	20,223	16,189	14,449	15,379	3,387	2,626	3,000	62,120	66,981	66,981
Apr.	5,979	8,531	8,415	6,891	6,546	6,402	5,957	4,992	5,699	1,619	1,249	1,000	21,688	21,765	21,765
May	5,842	8,248	8,455	6,383	6,301	6,239	6,213	5,557	5,784	3,796	2,630	1,000	23,902	23,108	23,108
June	5,712	8,055	8,092	6,177	5,890	6,303	5,980	5,525	6,070	4,135	4,191	1,000	23,605	24,656	24,656
Apr-June.	17,533	24,834	24,962	19,451	18,737	18,944	18,150	16,074	17,553	9,550	8,070	3,000	69,195	69,529	69,529
July	5,446	7,661	8,024	6,067	5,544	6,034	6,201	5,568	6,592	4,407	5,332	1,000	23,180	25,982	25,982
Aug.	5,295	7,855	8,103	5,607	5,638	5,993	5,498	5,276	6,284	4,011	3,591	1,000	22,780	23,971	23,971
Sept.	5,910	8,561	8,600	5,895	6,077	6,156	4,937	4,586	5,376	2,407	2,214	1,000	21,631	22,346	22,346
July-Sept.	16,655	24,077	24,727	17,967	17,259	18,183	16,636	15,430	18,252	10,825	11,137	3,000	67,591	72,299	72,299
Cumulative:															
Oct.	5,547	6,637	8,732	6,876	6,443	6,300	4,630	4,723	4,435	1,598	1,287	1,000	19,401	20,754	20,754
Nov.	11,051	12,968	17,270	13,214	12,757	12,497	8,620	8,945	8,402	2,927	2,351	2,000	37,597	40,520	40,520
Dec.	16,537	19,436	25,975	19,484	18,690	18,596	12,844	13,208	12,557	3,950	3,353	3,000	55,284	60,481	60,481
Jan.	22,243	27,414	36,024	26,608	25,401	25,227	17,938	18,062	17,495	5,103	4,245	4,000	75,980	82,991	82,991
Feb.	27,907	35,502	45,334	33,829	32,000	32,077	23,562	22,965	22,415	6,127	5,091	5,000	96,594	104,917	104,917
Mar.	33,646	43,594	54,728	40,754	38,816	38,819	29,033	27,657	27,936	7,337	5,979	6,000	117,404	127,462	127,462
Apr.	39,625	52,125	63,143	47,645	45,362	45,221	34,990	32,649	33,635	8,956	7,228	7,000	139,092	149,227	149,227
May	45,467	60,373	71,598	54,028	51,663	51,460	41,203	38,206	39,419	12,752	9,858	9,000	162,994	172,335	172,335
June	51,179	68,428	79,690	60,205	57,553	57,763	47,183	43,731	45,489	16,887	14,049	14,000	186,599	196,991	196,991
July	56,625	76,089	87,714	66,272	63,097	63,797	53,384	49,299	52,081	21,294	19,381	20,000	209,779	222,973	222,973
Aug.	61,924	83,944	95,817	72,277	68,735	69,790	58,882	54,575	58,365	25,305	22,972	23,000	232,559	246,944	246,944
Sept.	67,834	92,505	104,417	78,172	74,812	75,946	63,819	59,161	63,741	27,712	25,186	25,000	254,190	269,290	269,290

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4.5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1964 to date 1/

Month and year 2/	Frozen concentrated juices 3/			Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Frozen concen- trated fruit drinks 3/	Average all items	
	Orange	Misc. 4/	Average		Orange	Grape- fruit	Prune	Misc. 4/				Average
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
1964-65												
October	6.2	5.3	6.1	9.0	7.6	6.2	7.5	4.2	4.9	4.1	3.2	5.1
November	6.3	5.4	6.2	8.9	7.5	6.1	7.4	4.2	4.9	4.2	3.3	5.2
December	6.2	5.4	6.1	8.7	7.0	5.8	7.5	4.3	5.0	4.2	3.3	5.2
January	5.7	5.2	5.6	8.4	6.6	5.1	7.2	4.2	4.9	4.1	3.3	5.0
February	5.3	5.2	5.3	8.4	6.1	4.6	7.3	4.2	4.8	4.2	3.3	4.9
March	5.3	5.1	5.2	8.3	6.0	4.2	7.2	4.2	4.7	4.2	3.2	4.8
April	4.9	5.0	4.9	8.1	6.0	4.3	7.2	4.2	4.7	4.1	2.8	4.6
May	4.5	5.0	4.6	8.0	5.9	4.4	7.6	4.2	4.7	4.0	2.3	4.2
June	4.5	5.0	4.6	7.9	5.9	4.6	7.4	4.2	4.8	3.9	2.3	4.2
July	4.4	4.6	4.5	8.1	5.8	5.0	7.4	4.2	4.8	3.9	2.3	4.1
August	4.4	4.7	4.5	7.9	5.7	5.1	7.1	4.2	4.8	3.6	2.2	4.1
September	4.4	4.8	4.4	7.8	5.7	5.3	7.3	4.1	4.7	4.0	2.3	4.3
Season	5.2	5.1	5.2	8.3	6.3	5.1	7.3	4.2	4.8	4.0	2.8	4.6
1965-66												
October	4.3	5.0	4.4	7.7	5.7	5.3	7.1	4.1	4.8	3.9	2.7	4.4
November	4.3	4.8	4.4	7.6	5.8	5.3	7.3	4.1	4.8	4.0	2.8	4.5
December	4.4	4.9	4.4	7.5	5.6	5.3	7.3	4.2	4.8	4.0	2.9	4.6
January	4.2	4.7	4.2	7.2	5.3	5.2	7.2	4.1	4.7	3.9	2.9	4.4
February	4.3	4.6	4.3	7.3	5.1	5.2	7.1	4.2	4.8	3.9	2.9	4.5
March	4.4	4.8	4.5	7.5	5.1	5.2	7.2	4.2	4.8	3.9	2.7	4.5
April	4.5	4.6	4.5	7.5	5.2	5.2	7.3	4.1	4.6	3.9	2.7	4.4
May	4.6	4.8	4.6	7.7	5.1	5.1	7.1	4.1	4.7	3.9	2.3	4.3
June	4.7	4.8	4.7	7.5	5.2	5.0	7.4	4.0	4.6	3.9	2.2	4.2
July	4.8	4.7	4.8	7.7	5.0	5.0	7.3	4.1	4.7	3.8	2.2	4.1
August	4.8	4.8	4.8	7.7	5.0	4.9	7.3	3.9	4.5	3.7	2.2	4.2
September	4.8	4.7	4.8	7.7	5.1	5.0	7.3	3.9	4.5	3.8	2.3	4.4
Season	4.5	4.8	4.5	7.6	5.3	5.1	7.2	4.1	4.7	3.9	2.6	4.4

1/ Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. 4/ Includes citrus blends.

Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1964 to date 1/

Month and year 2/	Frozen		Chilled orange juice	Canned single-strength juices					Canned single- strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Concentrated juices			Orange : Grapefruit : Prune : Misc. : All									
	Dol.	Dol.		Dol.	Dol.	Dol.	Dol.	Dol.					
1964-65													
October	1.78	1.08	1.54	1.05	.96	.98	1.06	.83	.93	.99	.72		
November	1.66	1.05	1.54	.97	.84	.93	1.04	.91	.95	.89	.83		
December	1.66	.97	1.54	.90	.80	.93	1.03	.85	.96	1.04	.90		
January	1.71	1.03	1.39	.90	.85	.98	1.08	.76	1.04	1.10	.89		
February	1.55	1.06	1.37	.88	.81	.97	1.09	.80	1.01	1.15	.91		
March	1.53	1.07	1.37	.80	.88	.95	1.07	.82	.97	1.17	.93		
April	1.53	1.04	1.34	.89	.85	.97	1.09	.80	1.00	1.16	.98		
May	1.45	1.05	1.39	.87	.80	.95	1.12	.91	.93	1.12	.92		
June	1.40	.97	1.32	.82	.87	.93	1.08	.82	.95	1.00	.85		
July	1.34	.96	1.26	.90	.88	.92	1.09	.94	.95	.94	.87		
August	1.37	.94	1.34	.82	.94	.93	.99	.88	1.21	1.00	.80		
September	1.40	.97	1.25	.84	.89	.93	1.04	.88	1.02	.95	.76		
Season	1.53	1.02	1.39	.89	.86	.95	1.06	.85	.99	1.04	.86		
1965-66													
October	1.38	1.03	1.27	.83	.90	.96	1.03	.89	1.06	.97	.68		
November	1.34	.97	1.34	.81	.87	.93	.98	.78	1.07	.81	.78		
December	1.41	1.01	1.35	.80	.94	.93	1.01	.74	1.08	.94	.85		
January	1.44	1.00	1.26	.82	.95	.96	1.07	.75	.89	1.03	.90		
February	1.41	1.01	1.34	.80	.89	.96	1.06	.75	.93	1.09	.98		
March	1.45	.99	1.36	.81	.96	.99	1.12	.87	.97	1.12	1.00		
April	1.38	.91	1.40	.77	.89	.92	1.07	.82	.93	1.13	1.01		
May	1.42	1.04	1.47	.78	.97	.94	1.10	.85	.99	1.13	1.01		
June	1.44	.95	1.37	.78	.96	.95	1.12	.82	.86	1.02	.96		
July	1.44	1.00	1.33	.79	.95	.94	1.15	.90	.99	.95	.86		
August	1.44	1.02	1.40	.83	.97	.95	1.11	.87	.90	1.00	.89		
September	1.49	.99	1.35	.76	.90	.94	1.10	1.00	1.05	1.02	.82		
Season	1.42	.99	1.35	.80	.93	.95	1.08	.84	.98	1.02	.90		

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1964 to date 1/

Month and year 2/	Frozen concentrated juices		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Frozen concen- trated fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges	Fresh grape- fruit	Total
	Orange : Grape- : Prune : Misc. 3/													
	dollars	dollars		dollars	dollars	dollars								
1964-65	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	23,301	4,074	4,732	1,795	4,449	13,616	14,016	3,639	1,688	674	9,077	6,134	88,976	88,976
Nov.	21,987	3,810	5,002	1,775	4,117	13,841	12,688	3,125	1,338	811	12,951	11,779	94,879	94,879
Dec.	22,114	3,372	4,854	1,981	3,822	13,496	13,011	2,410	1,218	738	24,315	12,433	105,301	105,301
Jan.	24,689	4,352	5,492	2,119	4,617	14,095	14,314	2,714	1,418	793	24,257	14,386	115,580	115,580
Feb.	22,929	4,069	5,303	2,194	4,686	13,890	14,642	2,409	1,391	840	26,935	14,354	116,061	116,061
March	22,196	4,496	5,184	2,039	4,461	14,144	14,012	2,803	1,408	860	27,117	15,262	116,772	116,772
April	22,497	4,008	4,738	2,000	4,309	13,875	14,627	3,275	1,332	828	23,235	13,461	110,998	110,998
May	19,712	4,102	5,032	1,927	4,010	13,289	15,865	6,397	1,652	664	19,393	8,874	103,690	103,690
June	19,369	3,452	4,683	1,674	4,021	12,670	15,670	6,893	1,532	828	13,060	4,716	91,418	91,418
July	18,231	3,266	4,371	1,876	3,813	11,799	15,635	7,209	1,860	687	8,252	2,266	82,006	82,006
Aug.	18,638	3,247	4,656	1,727	3,981	11,827	13,824	6,461	1,784	659	7,226	1,633	78,505	78,505
Sept.	20,772	3,302	4,534	1,728	3,902	12,881	13,136	4,030	1,838	545	7,430	1,559	78,318	78,318
Season	256,435	45,550	58,581	22,821	50,188	159,423	171,440	51,365	18,459	8,927	203,248	106,857	1,182,504	1,182,504
1965-66														
Oct.	20,944	3,827	4,915	1,826	4,542	12,766	12,578	2,472	2,050	733	10,016	7,950	87,195	87,195
Nov.	20,368	3,561	5,228	1,981	4,243	12,945	11,437	2,151	1,525	892	12,711	10,859	90,060	90,060
Dec.	20,559	3,537	5,604	1,986	4,091	13,188	12,096	2,072	1,235	1,026	20,041	11,037	98,950	98,950
Jan.	22,804	3,778	5,767	2,297	4,496	13,695	13,959	1,836	1,426	805	23,768	13,549	110,935	110,935
Feb.	20,954	4,197	6,222	2,310	4,673	13,955	13,862	1,753	1,581	842	25,907	14,601	113,445	113,445
March	21,679	3,760	6,511	2,468	4,450	14,485	15,503	1,726	1,731	716	25,928	14,871	116,672	116,672
April	19,476	3,412	6,005	2,043	3,670	13,862	15,949	2,393	1,436	737	23,382	12,797	107,965	107,965
May	19,742	3,335	6,020	2,004	3,729	13,557	16,133	4,358	1,912	780	20,222	9,681	104,551	104,551
June	19,327	3,379	5,585	1,791	3,884	13,372	16,874	6,765	1,801	775	13,168	5,538	95,383	95,383
July	19,091	3,270	5,371	2,157	4,058	12,640	17,953	8,271	1,928	777	8,295	2,466	89,416	89,416
Aug.	19,244	3,252	5,665	2,221	3,836	12,249	16,878	5,789	1,920	694	7,163	2,131	84,093	84,093
Sept.	21,194	3,694	5,692	1,901	3,677	12,327	14,793	3,628	2,197	717	7,933	1,643	82,469	82,469
Season	245,382	43,002	68,585	24,985	49,349	159,041	178,015	43,214	20,742	9,494	198,534	107,123	1,181,134	1,181,134

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48-weeks per season. 3/ Includes citrus blends.

Table 19.--Summary of consumer purchases, single-strength equivalent basis, prices paid, and expenditures for citrus fruit juices, drinks and other products, July-September 1965 and 1966 1/

Product	Purchases			Prices paid per			Expenditures				
	Volume			6-ounce serving or per dozen fruit			Monthly average 2/				
	July-Sept. 1965	July-Sept. 1966	Change: July-Sept. 1965-1966	Pct. of market	July-Sept. 1965	July-Sept. 1966	Change: July-Sept. 1965-1966	Dol. per buying family	Pct. change: July-Sept. 1965-1966	July-Sept. 1965	July-Sept. 1966
Juices	1,000 cases	1,000 cases								1,000 dol.	1,000 dol.
Frozen concentrated:											
Orange	18,169	17,374	- 4.4	26.9	24.0	24.0	+ 8.0	1.37	+ 6.6	59,529	57,641
Miscellaneous	2,890	3,004	+ 3.9	4.3	4.2	4.7	0	.96	+ 4.9	10,216	9,815
Total concentrated 3/	21,059	20,378	- 3.2	31.2	28.2	4.5	+ 6.7	---	---	69,745	67,456
Chilled orange	2,372	3,027	+27.6	3.5	4.2	7.9	- 3.5	1.28	+ 6.0	13,561	16,728
Canned single-strength:											
Orange	1,293	1,726	+33.5	1.9	2.4	5.7	-11.9	.85	- 7.0	6,279	5,331
Grapefruit	2,243	2,600	+15.9	3.3	3.6	5.1	- 3.1	.90	+ 4.1	9,263	8,244
Prune	2,234	2,199	- 1.6	3.3	3.0	7.3	+ 0.5	.98	+ 1.4	11,696	11,571
Miscellaneous	12,135	12,980	+ 7.0	18.0	18.0	4.2	- 4.7	.68	+ 1.5	36,507	37,216
Total canned	17,905	19,505	+ 8.9	26.5	27.0	4.8	- 4.4	.93	+ 1.8	61,778	64,329
Total juices	41,336	42,910	+ 3.8	61.2	59.4	4.8	+ 1.7	---	---	142,795	150,802
Fruit Drinks											
Frozen concentrated 3/	10,825	11,137	+ 2.9	16.0	15.4	2.3	- 1.9	---	---	17,700	17,688
Canned single-strength	15,430	18,252	+18.3	22.8	25.2	3.8	- 1.4	1.04	+ 7.7	42,595	49,624
Total fruit drinks	26,255	29,389	+11.9	38.8	40.6	3.2	- 0.3	---	---	60,295	67,312
Total Juices & Fruit Drinks 3/	67,591	72,299	+ 7.0	100.0	100.0	4.2	+ 0.5	---	---	203,090	218,114
Processed Citrus Fruit:											
Canned grapefruit sections	735	795	+ 8.2	---	---	9.3	+ 1.6	.90	+ 2.6	5,482	6,045
Chilled salads & sections											
	1,000 gal.	1,000 gal.									
	699	789	+12.9	---	---	12.7	+ 2.5	1.06	- 7.6	1,891	2,188
Fresh Citrus Fruit:											
Oranges	36,512 doz.	36,937 doz.	+ 1.2	---	---	.63	+ 1.0	.96	+ 2.8	22,908	23,391
Grapefruit	3,678	4,095	+11.3	---	---	1.48	+ 2.7	.81	+ 5.8	5,458	6,240
TOTAL EXPENDITURES	---	---	---	---	---	---	---	---	---	238,829	255,978

1/ Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. 2/ Simple average of monthly expenditures. 3/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1, and concentrated fruit drinks at 4.5 to 1. The latter is an approximation since purchases by concentration, which vary widely by season, are not known. Equivalent cases of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections.

Table 20.--Annual consumer purchases and expenditures, and prices paid for citrus fruits, juices, drinks and other products, by years beginning October, 1964 and 1965 1/

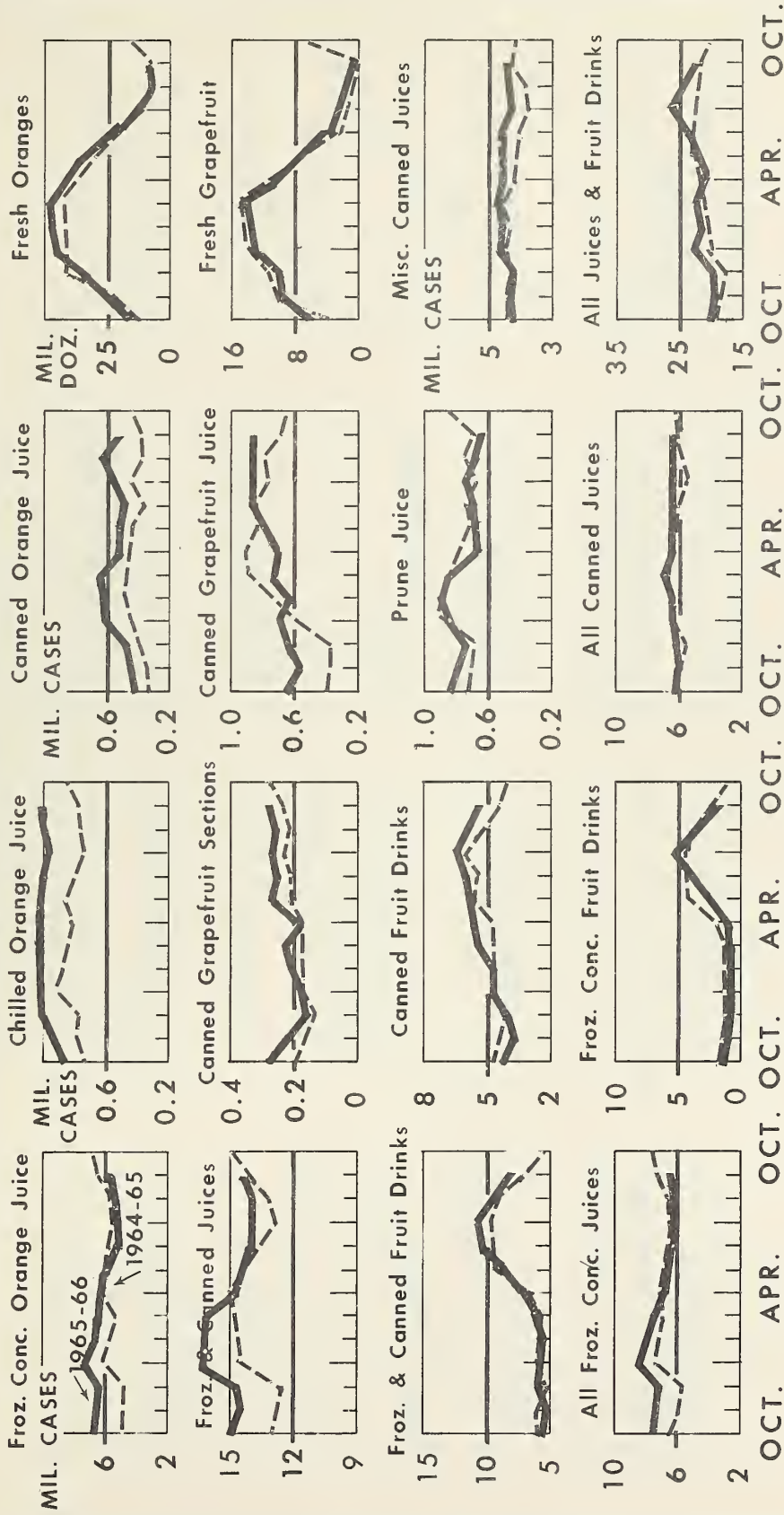
Product	Purchases						Prices paid			Expenditures		
	Unit	Volume		Share of market 2/		Unit	1964-65	1965-66	Cents	1964-65	1965-66	:Change : from :1964-65
		1964-65	1965-66	:Change : from :1964-65	1964-65							
Juices:		1,000 units	1,000 units	Pct.	Pct.		Cents		1,000 dol.	1,000 dol.	Pct.	
Frozen concentrated:												
Orange	Gal.	58,510	64,165	+ 9.7	28.2	6-oz.	20.5	17.9	256,435	245,382	- 4.3	
Miscellaneous	Gal.	10,509	10,593	+ 0.8	4.7	6-oz.	20.3	19.0	45,550	43,002	- 5.6	
Total concentrated	Gal.	69,019	74,758	+ 8.3	32.9	*	5.1	4.5	301,985	288,384	- 4.5	
Chilled orange	Gal.	33,090	42,690	+29.0	3.9	32-oz.	44.3	40.2	58,581	68,585	+17.1	
						*	8.3	7.5				
Canned single-strength:												
Orange	:Cases	5,057	6,607	+30.6	2.0	46-oz.	48.1	40.3	22,821	24,985	+ 9.5	
Grapefruit	:Cases	8,311	9,126	+ 9.8	3.3	46-oz.	37.3	39.3	29,210	33,668	+15.3	
Prune	:Cases	9,499	9,460	- 0.4	3.7	32-oz.	39.1	38.6	50,188	49,349	- 1.7	
Miscellaneous	:Cases	52,860	53,931	+ 2.0	20.8	46-oz.	32.1	31.4	159,423	159,041	- 0.2	
Total canned	:Cases	75,727	79,124	+ 4.5	29.4	*	4.8	4.7	261,642	267,043	+ 2.1	
Total orange juices 3/	:Cases	84,194	95,291	+13.2	33.2	*	5.6	4.9	337,837	338,952	+ 0.3	
Total other juices 3/	:Cases	83,123	85,072	+ 2.3	32.7	*	4.8	4.7	284,371	285,060	+ 0.2	
Total all juices 3/	:Cases	167,317	180,363	+ 7.8	65.9	*	5.2	4.8	622,208	624,012	+ 0.3	
Fruit drinks:												
Frozen concentrated	Gal.	20,520	18,443	-10.1	10.9	6-oz.	11.7	11.0	51,365	43,214	-15.9	
Canned single-strength	:Cases	59,161	63,741	+ 7.7	23.2	46-oz.	30.9	29.7	171,440	178,015	+ 3.8	
Total fruit drinks 3/	:Cases	86,873	88,927	+ 2.4	34.1	*	3.6	3.5	222,805	221,229	- 0.7	
Total juices & fruit drinks 3/	:Cases	254,190	269,290	+ 5.9	100.0	*	4.6	4.4	845,013	845,241	+ .03	
Canned grapefruit sections	:Cases	2,387	2,770	+16.0	---	No. 303	25.8	25.0	18,459	20,742	+12.4	
Chilled citrus sections	Gal.	3,246	3,531	+ 8.8	---	32-oz.	68.8	67.2	8,927	9,494	+ 6.4	
Fresh oranges	Doz.	330,553	354,123	+ 7.1	---	Doz.	61.5	56.1	203,248	198,534	- 2.3	
Fresh grapefruit	Doz.	97,404	92,872	- 4.6	---	Doz.	109.7	115.3	106,857	107,123	+ 0.2	
Total expenditures		---	---	---	---	---	---	---	1,182,504	1,181,134	- 0.1	

1/ Includes a 4-week period in each month or 48 weeks. 2/ Based on equivalent single-strength purchases. See table 19. 3/ Includes single-strength equivalent of frozen concentrates.

*6-ounce serving. Equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

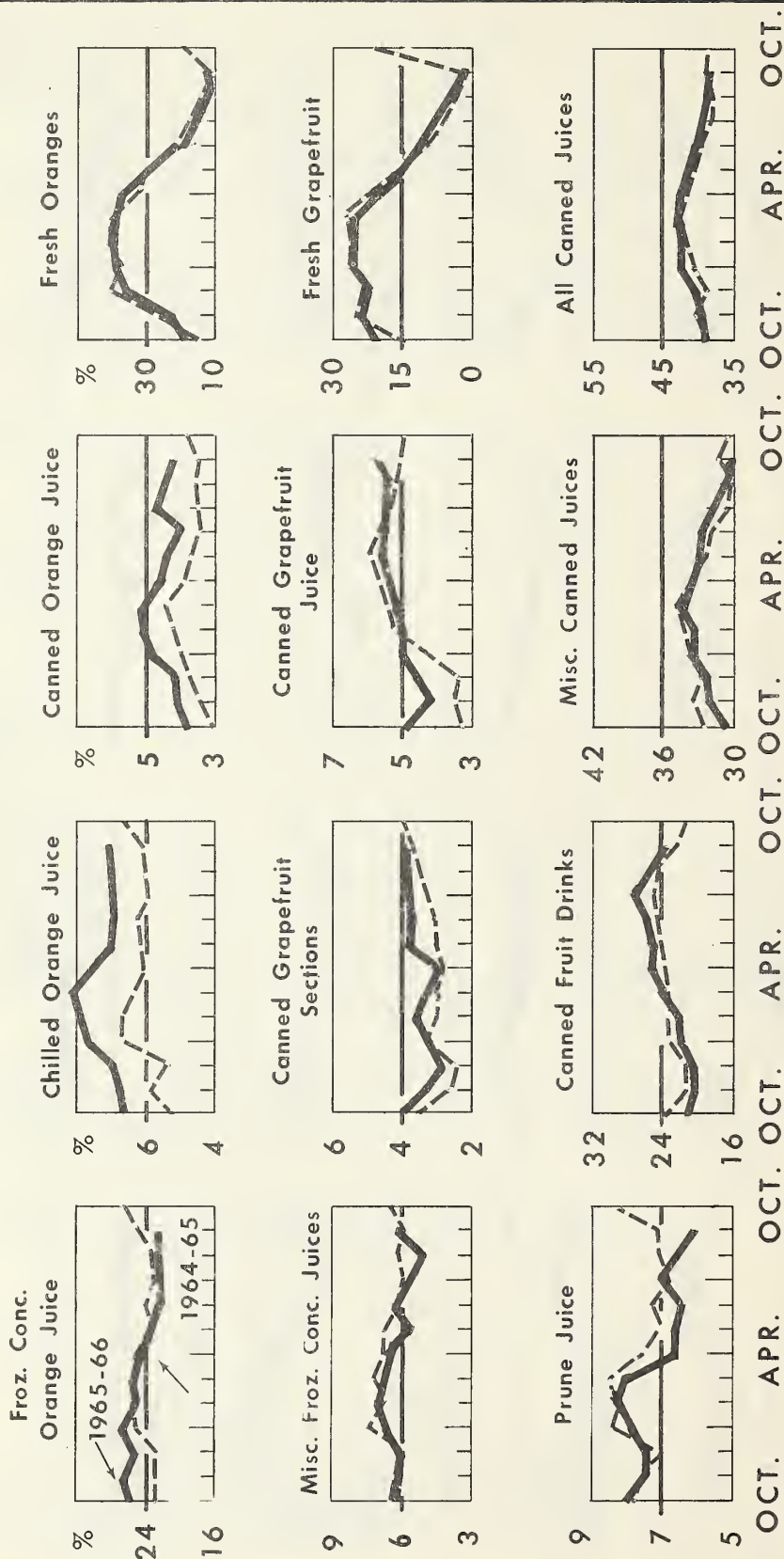
Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

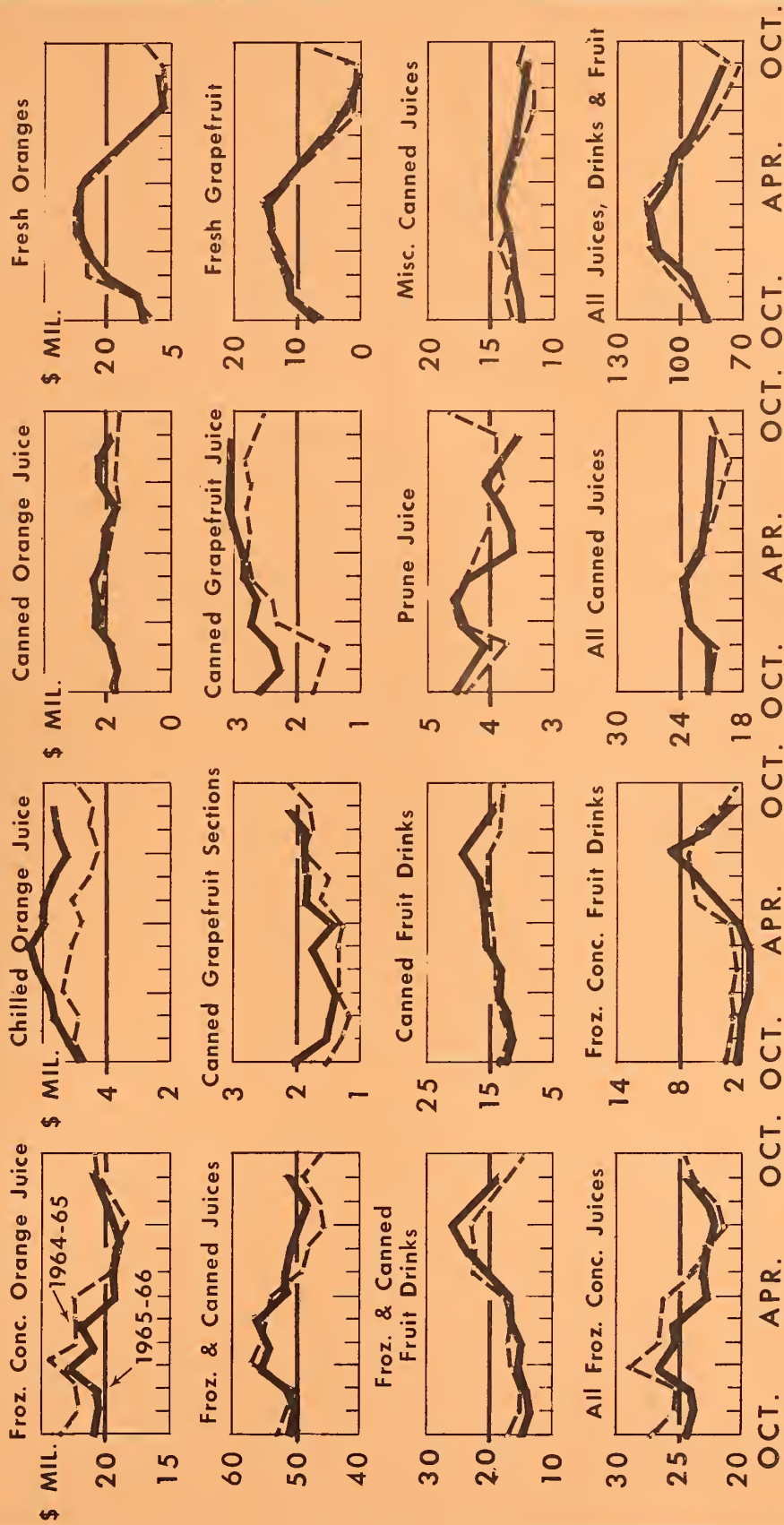


BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9

UNITED STATES DEPARTMENT OF AGRICULTURE

Washington D. C. 20250

Official Business

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF AGRICULTURE